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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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VOLKSWAGEN REPLACES PR CHIEF

Hans-Gerd Bode, head of PR and press at Porsche AG since 2010, has been appointed head of group communications, IR and external relations at Volkswagen AG amid the company's emissions crisis.

Bode succeeds chief communications officer Stephan Grühsem, who led communications at Volkswagen since 2007. According to a Volkswagen statement, Grühsem has left the company with an "amicable agreement."

"With Hans-Gerd Bode, another recognized expert is taking over at the helm of communications in our company. He has excellent knowledge of the Group and the automotive industry," said newly appointed CEO Matthias Müller.

Prior to Porsche, Bode was with Mercedes-Benz AG and moved to Volkswagen AG in 1999, where he was in charge of brand and product communications.

Initially, Bode will need to stem the damage resulting from the emissions scandal, which has affected 11 million cars worldwide. The German automaker allegedly used computer software to rig diesel emissions in order to cheat U.S. emission tests.

Volkswagen CEO Martin Winterkorn stepped down last week amid the growing scandal. Matthias Müller, Porsche AG chief and president since 2010, was named his successor two days later.

On Wednesday, Müller announced an "action plan" to address the crisis.



Bode

PROSEK PICKS PARTNER

Andy Merrill, former senior managing director at Teneo, has joined Prosek Partners as a partner.

Merrill is charged with growing the independent firm's transactions and "special situations" business.

CEO Jennifer Prosek called the appointment a "transformative hire for the agency," noting "there are few people with the breadth and depth of experience and expertise that Andy brings to the table."

Prior to Teneo, he was US CEO at London-based Finsbury, where he led the expansion of the firm's U.S. business, as well as the merger of Finsbury's US operations with Robinson Lehrer Montgomery.

He has also held key posts at Edelman and Abernathy MacGregor Group and is a former banker for UBS and The Bank of New York.



Merrill

LONGINES TIMES PR SEARCH

It's time to give the Longines watch brand a shot in the arm. The division of The Swatch Group has released an RFP for PR services, *O'Dwyer's* has learned.

The brand seeks a media relations plan geared around product placements across several consumer outlets -- print, online and broadcast -- in order to bolster the company's media exposure in the luxury goods and watch/accessories sectors.



The company said it is seeking a proposal for a year-long program, beginning October/November 2015. Three agencies were said to be issued the RFP.

A yearly budget of around \$100,000 is being used for the pitch.

"Our first priority in working with an agency is finding a partner that can properly support product placement outreach across a wide spectrum of media, including long lead, short lead, print, online, fashion and lifestyle media," the company said in the RFP. "Social media activities and blogger outreach is also a must, including some support of the company's Twitter and Facebook feeds as well as identifying and developing relationships with influential fashion bloggers."

NYCEDC'S BRANHAM FINDS FENTON

Ben Branham, who served as executive vice president and chief strategy officer for New York City's Economic Development Corporation, has moved to Fenton, where he assumes the role of managing director for that firm's New York City office.

Branham held the NYCEDC post for three years, during the mayorships of Michael R. Bloomberg and Bill de Blasio. Prior to that, he was vice president of public affairs at Edelman.

"Ben is an advocate for cultivating growth, innovation and economic opportunity in both traditional and emerging industries," Fenton CEO Bill Werde said in a statement.

Fenton, which bills itself as a "social change" agency, specializes in corporate responsibility and PR support for non-profit organizations. They are particularly known for their advocacy campaign work for organizations such as MoveOn.org and Greenpeace.

The progressive firm, which was purchased last year by agency holding group Collegium, has offices in New York, Los Angeles, San Francisco and Washington, D.C.

New CEO Bill Werde, a veteran of music trade magazine *Billboard*, joined the firm ten months ago.

BRUISED PHARMA TURING GETS DC HELP

Turing Pharmaceuticals, which took a PR and financial beating after plans to exponentially raise the price of one of its drugs, has hired Washington help.

Turing on Sept. 29 brought in lobbying and law firm Buchanan Ingersoll & Rooney for “strategy development” and to implement a government relations program.

The *New York Times* ignited a firestorm around Turing last month, covering the 5,000 percent price increase of its drug Daraprim from \$13 to \$750. Chief communications officer Craig Rothenberg, a Johnson & Johnson alum, exited the company amid the crisis, which saw the company retreat on the planned price hike.

The flap has raised eyebrows in Washington and was tossed around in the presidential primary season, as well.

Edward Allera, a managing partner of K-street based BI&R, is co-chair of the firm’s Food and Drug Administration section and is a former associate chief counsel of the FDA.

Ripp Media is supporting Turing on the PR front.

COHN & WOLFE MAKES INDIA GRAB

Cohn & Wolfe has agreed to acquire a majority stake in full-service PR shop Six Degrees PR and its content and integrated marketing subsidiary, Alphabet Consulting, with offices in Delhi, Mumbai and Bangalore.

The deal builds on Cohn & Wolfe’s Mumbai and Delhi offering and solidifies the agency’s Asia-Pacific presence by growing its footprint in the region to 11 offices.

Founded in 2009, Six Degrees counsels clients on various communication challenges. The agency specializes in public relations, public affairs, crisis management and digital media. It delivers content and integrated marketing campaigns via its Alphabet Consulting subsidiary.

“India is a strategic priority for Cohn & Wolfe, and Six Degrees has the entrepreneurial culture, seasoned talent and drive to succeed that will help us capitalize on the tremendous opportunity for growth here,” said Donna Imperato, CEO of Cohn & Wolfe.

Rishi Seth is cofounder of Six Degrees with Zacharia James. Both become Group CEOs, leading the Cohn & Wolfe Six Degrees team of 70 professionals across Mumbai, Delhi and Bangalore, and report to Imperato.

Cohn & Wolfe is part of WPP.

ADDISON SEEKS CRISIS PR COUNSEL

Addison, Tex., the Dallas-Fort Worth commercial center with a general aviation airport, wants a PR firm for crisis counsel.

The city, which swells from about 15,800 residents to about 100,000 people during the work week, seeks a firm to focus on public safety and airport-related crisis PR. The airport last saw a fatal crash in 2004 when the pilot and passenger of a small plane struck houses in nearby Preston Hollow after departure, causing a fire that destroyed two homes.

Addison released an RFQ for the assignment. Proposals are due Oct. 13.

RFP:<http://odwpr.us/1KVaec5>.

SOMALIA GETS DC PR HELP

Virginia-based Grieboski Global Strategies is advising the Federal Republic of Somalia on the PR and lobbying front.

Grieboski, the firm of Joseph Grieboski, registered to represent the violence-plagued country on an open-ended, pro bono basis, including strategic comms., public diplomacy and government relations.

Secretary of State John Kerry visited Somalia in May, the first US diplomat to visit the country, which is a key ally in the US fight against Al-Shabab in the region.

Grieboski founded and ran the Institute on Religion and Public Policy for a decade, lobbying for religious organizations.

STATE DEPARTMENT PA CHIEF DEPARTS

Doug Frantz, a former journalist who led public affairs for the State Dept. for the past two years, is moving to the Organisation for Economic Co-Operation and Development as deputy secretary-general for the economic development and trade group based in Paris.

OECD was set up in the late 1940s to administer the Marshall Plan after World War II.

Frantz, Assistant Secretary of State for public affairs, was an aide to then-Sen. John Kerry before moving to the State Dept. when Kerry was named Secretary of State. His political career followed 30 years reporting for the *New York Times* (Istanbul bureau chief), *Los Angeles Times* and *Washington Post* (national security editor).



Frantz

OECD said Frantz will start Nov. 1 and work to support a mission to be “more open and inclusive” while boosting its ability to “articulate our unique value.” He takes over at OECD for another former Kerry aide, Bill Danvers.

The State Dept. has not yet named a replacement for Frantz.

SARD MOUNTS PR DEFENSE FOR SABA

Saba Capital Management, the \$1.6B hedge fund run by a Deutsche Bank exec, is relying on Sard Verbinen & Co. for PR support as it faces accusations by a large Canadian pension fund in US court.

The \$84B Public Section Pension Investment Board of Canada has sued Saba for allegedly “artificially manipulating” the board’s \$500M investment after the board looked to cash out. The suit accuses Saba of self-dealing that led to a substantial loss for the pension fund.

Bloomberg notes the suit is another blow to Saba chief Boaz Weinstein, who took a beating in the financial crisis and has seen his six-year-old fund slump in recent years.

Sard New York managing director is speaking for Saba and said the hedge fund looks forward to vindication in court.

The \$112B PSPIB includes pensions for the Royal Canadian Mounted Police and Canadian Forces.

FACEBOOK'S HERON FLIES TO HUFFPOST

Liz Heron, a *Wall Street Journal* digital alum and head of news partnerships for Facebook for the past year and a half, has moved to the Huffington Post as executive editor.

Heron serves as the No. 2 at HuffPost alongside Arianna Huffington. Said Huffington: "I cannot think of anyone in media today who better embodies HuffPost's hybrid approach to storytelling, our mission of informing, inspiring, entertaining and empowering, and our commitment to be constantly evolving while staying true to our core principles."



Heron

She was emerging media and audience development editor for the WSJ. Prior, she was a social media producer and editor for the *New York Times* after producing for ABCNews.com.

Heron also served in online posts with the *Washington Post*, including foreign innovations editor.

TYRANGIEL TO LEAVE BUSINESSWEEK

Josh Tyrangiel, editor and chief content officer of *Bloomberg Businessweek*, is leaving the publication. Today is his last day.

"I've spent six years working with some of the smartest and most creative people in journalism, and it's time for me to take my chips off the table, reflect on my criminal good luck, and think about what comes next," Tyrangiel wrote in a memo to Bloomberg staff.

Businessweek deputy editor Ellen Pollock, previously senior editor at *The Wall Street Journal*, will succeed him. She becomes the first woman to hold that title in the magazine's history.

The *New York Times* yesterday, reporting on Tyrangiel's departure, referred to him as "a rising star at the news organization." Tyrangiel began his tenure at Businessweek in 2009, and oversaw that publication's redesign after its acquisition by Bloomberg L.P. Prior to joining Bloomberg, he was *Time's* deputy managing editor.

Tyrangiel's exit marks the latest in a mass exodus of talent from the news agency. Bloomberg in September laid off about 90 newsroom staffers in New York, Washington and its overseas bureaus. Bloomberg editor-in-chief John Micklethwait penned a 3,000-word memo to staff members, announcing the move as part of a massive "refocusing" of the company's editorial operations.

DORSEY TO BE NAMED TWITTER CEO

Twitter co-founder Jack Dorsey, serving as interim CEO for the last three months, is expected to be named the company's new permanent CEO.

Dorsey will apparently continue to run Square, the payments company he founded where he's also CEO, re/code said.

The appointment comes three months after Twitter CEO Dick Costolo stepped down amid investor concerns that Twitter's growth rate was getting sluggish and the

company was lagging regarding product development.

There have also been several noted departures from Twitter in recent months, including the company's long-time chief of communications, Gabriel Stricker, who left the company in July.

Twitter's stock price continues to decline. In day trading Thursday, Twitter's stock price was hovering around \$25, down about 50 percent from October 2014.

Should he get the nod, Dorsey certainly has his work cut out.

DICKEY BROTHERS OUT AT CUMULUS MEDIA

Cumulus Media founder and CEO Lew Dickey is reported to be leaving that post, effective October 13. The slot is slated to be filled by Mary Berner, President and CEO of magazine trade association MPA. Berner formerly served as CEO of Reader's Digest Association and Fairchild Publications.

Dickey, who founded the radio giant in 1997, is said to be transitioning to a vice chairman role, and will remain on Cumulus' board.

Cumulus Executive Vice President John Dickey – Lew's brother – is also apparently leaving the company. Mike McVay, senior vice president of programming for Cumulus, is said to assume Dickey's role. The sibling exodus follows what the *New York Post* reported yesterday as "a board shake-up" that was allegedly initiated by Chairman Jeffrey Marcus, according to the Post.

Atlanta-based Cumulus Media is the second largest radio operator in the U.S., behind Clear Channel. The broadcast company currently operates 460 stations in 90 markets.

AXEL SPRINGER BUYS BUSINESS INSIDER

It's getting frothy in Webland. German media conglomerate Axel Springer said Tuesday that it is buying 88 percent of website Business Insider (BI) for \$343 million. Axel already owns 9 percent of BI.

Founded in 2009 by onetime DoubleClick CEO Kevin Ryan and others, Business Insider covers the entire business waterfront. The site also keeps close tabs on technology, celebrity, politics, entertainment, culture and sports.

If and when approved by regulators, the deal should expand the already ample pitching opportunities for brands, organizations and PR agencies to get their companies and clients exposure and their stories told via BI.

Axel said the addition of BI's 76 million unique monthly visitors will increase Axel Springer's worldwide digital audience by two-thirds, to approximately 200 million users, making the company one of the world's six largest digital publishers in terms of reach.

For example, Axel Springer has significant stakes in Ozy.com, the online magazine, as well as Mic.com, the news site focused on millennials. In April, it entered a partnership with Politico for the European edition of the political publication.

Under the deal, Henry Blodget will continue his role as BI Editor. Ditto for Julie Hansen, the website's COO-president, according to *The Atlantic*.

PR & SOCIAL MEDIA VIEWS

READER'S DIGEST IS TRUSTED MEDIA BRANDS

Reader's Digest Association, Inc., the magazine and book publisher best known for flagship title *Reader's Digest*, has rebranded as Trusted Media Brands, Inc.

The name change, the first in the publisher's 93-year history, was the result of a company experiencing "significant and transformative growth," according to a press release.



"The company has undergone a complete turnaround and transformation over the past 24 months. We've changed our business model to connect with consumers across all brands and through a variety of channels where readers want to engage," said Bonnie Kintzer, President and CEO of Trusted Media Brands, Inc., in a statement. "As we head toward our century milestone, it's appropriate that our new company name reflects the culmination of those changes and the entity we have become — a modern, visionary, brand-driven multiplatform media business."

The company's new website, www.tmbi.com, was launched yesterday to reflect the change.

Reader's Digest was first published in 1922 by DeWitt Wallace, along with his wife Lila. Once the highest-selling consumer magazine in the country, Reader's Digest hit its peak U.S. readership of 17 million in the 1970s, and is currently published in 21 languages in more than 70 countries.

RDA filed Chapter XI in 2009, and emerged from bankruptcy after a massive restructuring, only to file for it again in 2013. A year later, Bonnie Kintzer was picked as president and CEO to replace Bob Guth, becoming RDA's fourth chief since 2011.

Other RDA titles include *Taste of Home*, *The Family Handyman*, and *Bird & Blooms*.

HARPER'S NAMES NEW EDITOR

Christopher Cox has been named editor of *Harper's Magazine*. He assumes the role Nov. 1, becoming the fifteenth editor in that publication's history.

Cox succeeds Ellen Rosenbush, who had served as Harper's editor since she replaced Roger Hodge in 2010. Rosenbush, the first woman to hold that title at the publication in its 165-year history, has been with Harper's since 1989 and will continue contributing for the magazine in the role of editor-at-large.

Cox joined Harper's in 2010, first filling the role of senior editor before being promoted to deputy editor in 2013. Besides editing feature articles, he has also overseen the publication's fiction and reviews section.

"Chris has brought in some of the most exciting work we've published," said Harper's publisher John R. MacArthur in a statement. "His editorial wisdom en-



Cox

hances the writing in our pages and guides the work of the younger staff members."

Cox, who originally hails from Atlanta, Georgia, was previously senior editor at *The Paris Review*, a role he held since 2005. He studied literature at Harvard before earning a master's degree in history from the University of Cambridge.

"I am honored to be given the opportunity to run a magazine that I have long revered," Cox said in a statement. "Harper's has consistently published the most vital and innovative writing out there—a tradition that's been as strong under Ellen's leadership as it has for the 160 years before that. I look forward to continuing that tradition, and to finding new ways to bring our peerless mix of reportage, essays, poetry, and fiction to readers everywhere."

Founded in 1850, Harper's is the second-oldest continuously published monthly magazine in the country.

FOX BUSINESS BESTS CNBC FOR FIRST TIME

The suits at CNBC may be feeling a slight chill down their backs this week. They're most likely checking out the latest numbers showing Fox Business Network's (FBN) Lou Dobbs Tonight scoring the network's first-ever monthly ratings win over CNBC in total viewers, according to Nielsen Media Research.

The program had previously topped CNBC in the advertising demo of persons aged 25-54, but this is the first win for both the network and the program in total viewers.

Hosted by Lou Dobbs, the program averaged 115,000 total viewers for the 7-8PM/ET timeslot, to CNBC's 113,000 viewers for the month of Sep-



tember. In addition, Dobbs earned his highest rated telecast of the year on Sept. 25, with 217,000 total viewers.

As Fox Business starts to give CNBC a run for its money, senior executives at CNN must be shaking their heads.

When Fox News Channel debuted in 1996, media buyers tended to pooh-poo the network as a pale comparison to then-industry leader CNN.

But a few years later Fox News' started to notch rating wins over CNN, and hasn't looked back since.

A similar pattern may be emerging at Fox Business, which launched in 2007 and is now available in roughly 75 million homes with pay-TV. PR pros steeped in financial communications, take note.

FBN programming includes Varney & Co., The Intelligence Report with Trish Regan, Countdown to the Closing Bell with Liz Claman and the network's evening signature program, Lou Dobbs Tonight.

NEWS OF PR FIRMS**TANAKA WRAPS 35-YEAR AGENCY RUN**

Patrice Tanaka will wrap up a 35-year run in agency PR this month when she steps down at PadillaCRT.

Tanaka, a Hawaii native who started her working days at a pineapple cannery on Oahu, has represented blue chip clients from Avon Products to Wyndham Hotels & Resorts on the PR front with a reputation for creative PR honed over decades.

She said she will turn her attention to a new practice, Joyful Planet, serving as business and career coach for individuals and companies.

Tanaka led a management buyout after serving as GM of Chiat-Day's PR unit, Jessica Dee Communications, in the late 1980s, leading to the formation of Patrice Tanaka & Company in 1990 with 12 staffers.

PT & Company, as it was commonly known, had a successful 15-year run before merging with Carter Ryley Thomas in 2005. She took on a co-chair and creative role at CRT, including through its own merger with Padilla Speer Beardsley in 2013 to become PadillaCRT.

In 2011, Tanaka penned a memoir, *Becoming Ginger Rogers*, writing about her turn to competitive ballroom dancing in the aftermath of personal tragedies that included the death of her husband of 23 years, Assad.

Tanaka garnered dozens of awards over her career from PRSA, New York Women in Communications and Asian Women in Business, among several others.

CORNERSTONE BUILDS ANNAPOLIS OUTPOST

Washington-based Cornerstone Government Affairs is building up an Annapolis outpost, its 10th office.

Cornerstone president and managing partner Geoff Gonella, who has deep ties to the Old Line State, said the move "magnifies" CGA's presence in the Maryland capital, adding, "We look forward to growing our business and continuing to establish ourselves in this market."

Leading the Annapolis team are PJ Hogan, vice chancellor for government relations for the University System of Maryland and a former state senator; John Bohanan, an aide to ex-Rep. and Majority Whip Steny Hoyer (D-Md.), and Delora Sanchez, director of policy and advocacy for state affairs at Johns Hopkins Univ. In addition to its DC base, Cornerstone has a presence in Atlanta, Baton Rouge, Chicago, Des Moines, Austin and Houston, Richmond and Jackson, Miss.

Clients include higher ed institutions like DePaul Univ., Rice Univ. and the Univ. of Chicago, as well as CITGO, General Dynamics and Johnson & Johnson.

JONES JOINS PROI

Oklahoma-based Jones PR has joined PROI Worldwide. The public affairs and communications agency, is headquartered in Oklahoma City and maintains an additional office in Tulsa.

PROI Worldwide Chairman Andreas Fischer Appelt said the addition of Jones further solidifies PROI's ability to access markets in key areas of the US, namely Oklahoma, Arkansas, Kansas and Colorado.

Founded in 2001, Jones PR boasts clients such as Verizon, Sonic Corp., and Dave & Buster's, and has done public affairs work for Oklahoma Governor Mary Fallin, the state's first female governor.

NEW ACCOUNTS**New York Area**

North 6th Agency, New York/Handshake, B2B mobile commerce platform for manufacturers and distributors, as AOR for PR, including a full-service media relations program.

PCG Advisory Group, New York/IntelliCell Bio-Sciences, regenerative medicine company, as AOR for strategic communications and PR.

M2M PR & Partnerships, New York/Theil Audio; Lion Heart Autographs; The T.J. Martell Foundation 40th anniversary; Van Eaton Galleries, and the Brumley Music Company, all for PR.

Media Vision Advertising, Goshen, N.Y./Orange County (N.Y.) Chamber of Commerce, as AOR for advertising and PR.

East

Matter Communications, Newburyport, Mass./JDA Software Group, end-to-end supply chain and omnichannel retail software provider, as AOR, following a competitive review.

French/West/Vaughan, Raleigh/Veteran Golfers Association, which helps soldiers recover through playing golf, for PR, including strategic event positioning, sponsorship support, and media relations.

Southeast

Arketi Group, Atlanta/Salesfusion, marketing automation technology for mid-sized businesses, as AOR.

William Mills Agency, Atlanta/FinTech Forward 2015, a program by American Banker and BAI Oct. 13-15 in Las Vegas, as AOR.

Cheryl Andrews Marketing Communications, Coral Gables, Fla./Viceroy Anguilla, five-star resort, as AOR for PR.

Fetching Communications, Tampa, Fla./Veterinary Practice Partners, professional practice management company; VetSpecialists.com, partnership between the American College of Veterinary Internal Medicine and the American College of Veterinary Surgeons; Yabozi Products, luxury pet accessories; Voyce Pro Wellness Monitoring Program, which allows vets remote access to pet vital signs, for PR.

Southwest

Universal Media Group, Dallas/Ahmed Mohamed, the 14-year-old boy who was arrested for bringing a homemade alarm clock to school and drew expressions of support from President Obama and the public, for PR representation.

Vox Solid Communications, Las Vegas/pediped, children's footwear company, for PR related to its 10 year anniversary, and Junior Achievement of Southern Nevada, for PR related to upcoming events.

West

Driven PR, Costa Meda, Calif./Weego, portable jump starters for car engines and cell phones, for strategic PR and media targeting the motorcycle, powerports and automotive industries.

PMBC Group, Los Angeles/LinkTune, mobile social listening app, for PR, including a multi-platform business, tech and consumer media campaign. The app serves as a universal music player and offers free and paid services.

NEWS OF SERVICES**SAMSON NAMED CHAIR OF PAGE SOCIETY**

Dave Samson, general manager of public affairs for Chevron, has been named Chairman of the Arthur W. Page Society. His new role in the association becomes effective January 1, 2016.

The news was announced today at the 2016 Page Society Annual Conference, currently underway in Chicago. Samson served as co-chair for this year's event. A member of the Page Society since 1996, he's served as a trustee for the association since 2008, and is former co-chair of the Page Society's Member Engagement Committee.

**Samson**

"It is a real honor to be selected as the next chairman of the Page Society," Samson said in a statement. "Companies today are operating in a time of constant change and disruption, and a world in which every stakeholder has a powerful voice if they choose to speak out. Page is at the forefront of understanding this new dynamic and is advancing our profession into the future."

At Chevron, Samson is responsible for communications strategies, which includes media relations, employee communications, executive communications, issues management and litigation communications. Samson's team is also responsible for Chevron's corporate web and social media properties.

Prior to joining Chevron, Samson was vice president of International Public Relations and Executive Communications at Oracle. He has previously held senior leadership positions at Levi Strauss & Co., IBM and Ketchum PR. He is also former chairman of the General Committee on Communications for the American Petroleum Institute.

Samson succeeds Gary Sheffer, former GE chief communications officer, who retired from that position in March. In a statement, Sheffer referred to Samson as a "highly regarded communications leader" who has "made significant contributions to helping the Page Society achieve its goal of strengthening the leadership role of the chief communications officer."

"We are grateful to have him as the next chair of the Page Society," Sheffer said.

NEW YORK TAPS CAMPBELL-EWALD

New York State has moved its robust economic development and tourism marketing budget to Campbell Ewald, following a review. BBDO was the incumbent.

Budget is \$50M-\$75M, encompassing digital, social, events, media planning, advertising and other outreach to enhance the Empire State's image and attract investment. A second piece of the contract covers the state's iconic "I Love New York" campaign.

Finn Partners handles the PR portion of I Love New York. CE won a two-year contract with two, one-year extensions.

The Empire State Development Corp. approved the Campbell Ewald New York pact at its Sept. 17 meeting.

CE is part of Interpublic. BBDO is a unit of Omnicom.

PEOPLE**Joined**

Mia Freis Quinn, a VP for Hill+Knowlton Strategies in Washington, has moved to SPI: The Plastics Industry Trade Association as VP of communications. SPI is the 78-year-old trade group for the \$427 billion plastics industry supply chain. Quinn takes the PR reins from Tracy Cullen, senior VP of comms. and marketing who stepped down in January after 10 years. Quinn was a director for Public Strategies Inc., joining H+K with its merger with PSI in 2011. She played a key role working the campaign around Chinese state-owned oil company CNOOC's \$15.1B buy of Canada's Nexen in 2013. Quinn started out in the agency realm with Ketchum and served as deputy press secretary to Tom Strickland's unsuccessful 2002 Senate bid in Colorado.

**Quinn**

Debra DeShong, chief of staff to U.S. Ambassador to Japan, Caroline Kennedy, to Subject Matter, Washington, to expand its PA practice as EVP and managing director. She was press secretary to Rep. Steny Hoyer (D-Md.) and comms. director for ex-Sen. Bob Torricelli (D-N.J.).

John Murray, an advisor to former House Majority Leader Eric Cantor (R-Va.) who ran his own communications shop, has signed on as senior advisor to Burson-Marsteller and its Direct Impact grassroots operation. Murray, founder of JAM Strategies, is a former deputy chief of staff and communications director to Cantor during his stints as majority leader and GOP whip. He also led strategy and fundraising for the YG Network super PAC. Direct Impact also added **Luke Albee**, chief of staff to Sen. Mark Warner (D-Va.), as a senior advisor.

**Murray**

ReviveHealth, Nashville, Tenn., has added eight staffers focused on digital marketing platforms and healthcare communications. They include **Katherine Brick**, VP, Health Technology practice; **Katie Clark**, marketing manager; **Carolyn Edwards**, senior A/E, Health Technology practice; **Luke Farkas**, project coordinator; **Jared Usrey**, creative technologist, digital; **David Walker**, accounting associate, healthcare; **Ashley Webb**, A/E, healthcare and **Libby Werner**, A/S, healthcare.

Alejandro Castro Enciso to Weber Shandwick's Los Angeles shop as senior VP and executive producer in the digital creative group. Also, **Jacqueline Karis** joins as VP, healthcare.

Obituary

PR veteran **Lloyd Kaplan**, died late last month of complications from Amyloidosis. He was 80 years old. Kaplan was most recently chairman of LAK PR, where he worked with his wife of 25 years and business partner, Lisa Linden. She survives him, along with his children Zachary and Polly Kaplan, daughter-in-law Daphne Klein and grandchildren Tiger and Atticus Kaplan and Olivia Dylewski.

BATLINER NAMED PRESIDENT OF SPONG

Carmichael Lynch Inc. last week named Julie Batliner president of the company's public relations division, Spong, as president and founder Doug Spong transitions to the role of president emeritus.

Batliner, who has been with Spong since 2005, has landed a long list of new clients, including Arla Foods, Formica Corp., Jennie-O Turkey Store, The Schwan Food Co. and U.S. Bank.

She also launched a Client Relationship Management program while simultaneously building the agency's social media capabilities.

"I'm looking forward to building on the great legacy the firm has built the past 25 years, focusing on continued meaningful creativity led by solid insights that drive business results for our clients," Batliner said. "It's our job to keep our clients in the now and the next. And we're uniquely positioned to be the partner who can help them gain a share of conversation everywhere through integrated solutions."

In 2010, the agency promoted Batliner, from chief client relations officer, to her most recent role as managing director.

Prior to joining Spong, Batliner worked for global agency FleishmanHillard.

Batliner will report to Carmichael Lynch CEO, Mike Lescarbeau, and oversee Spong's Minneapolis and New York offices.

The move comes about a little more than a year after the PR agency rebranded from Carmichael Lynch Spong, to Spong, to better distinguish the agency from ad shop Carmichael Lynch.



Batliner

CROSBY SNAGS BIG FED PACT

The federal Substance Abuse and Mental Health Services Administration has awarded a potential five-year PR pact covering communications for its programs.

The \$3.8B, Maryland-based federal agency tapped Crosby Marketing Communications as the lead contractor after an RFP process started in March. Abt Associates and Edelman are subcontractors on the team.

The contract capped at \$15.5M includes a base year and four option years.

Crosby will lead the pack encompassing outreach to service providers, consumers, policy makers, media, and the public through various outlets and tactics, including PR, marketing, writing and digital.

Meredith Williams joined Crosby in February as EVP and government practice leader from Abt Associates, where she worked the SAMHSA account.

ABMAC WORKS \$1.4B CHEM DEAL

Kraton Performance Polymers has engaged Abernathy MacGregor Group to handle communications for its \$1.37B purchase of Arizona Chemical.

Houston-based Kraton's polymers are used in various products from adhesives and elastic in baby diapers to footwear products. CEO Kevin Fogarty called the deal a "transformational acquisition" for his company to di-

versify its technology and market reach, boost profits and cash flow, and create shareholder value.

Arizona's polymers, derived from pine wood pulping co-products, are used in tires, oilfield chemicals, lubricants and other applications.

AbMac managing director Jim Lucas and senior VP Rosemary Wilson in Los Angeles are advising the Kraton-Arizona deal.

LEVICK OPENS AUSTIN OFFICE

Levick has acquired Mach 1 Group for an undisclosed price, adding Austin, Texas to its expanding presence in Washington, D.C., where the agency is based, and New York, Chicago and Miami.

"Our growth strategy is being driven by how we innovate for what the marketplace wants now and into the near future," said Levick president Mark Irion, in a statement. "That's what's behind our vision of an integrated agency with Advocacy and Public Affairs, Crisis and Litigation, and Design and Interactive Marketing in the geographies that drive the economy. Texas is one of the hottest leaders in Technology, Healthcare, and Energy, so we need to be there."

Levick's Texas office in Austin will be led by Senior VP Katherine McLane, who is the founder of MACH 1 Group, which focuses on public affairs and crisis communications.

Previously, McLane served in the George W. Bush Administration, where she led media relations for the Department of Education. She also served in key communications and press roles for former California Governor Arnold Schwarzenegger.

Levick focuses on crisis communications, public affairs and advocacy, among other practices.

BMI LICENSES MEDIA RELATIONS TO THOMAS

Jodie Thomas, VP at Rubenstein PR, has moved to music rights manager BMI as executive director of corporate communications and media relations.

She reports to VP Liz Fischer, who joined BMI from NBC News in February, following the exit of Silvia Davi. Thomas, in the newly created role, heads media relations for BMI's licensing and international units, with additional duties to support its business efforts, advocacy, legal and writer/publisher teams.

She is a former 5W PR hand.

VITOLA MOVES TO MAKOVSKY

Denise Vitola, North American consumer practice director at MSLGROUP, has moved to Makovsky as managing director, a new post tasked with supporting CEO and president Ken Makovsky with the firm's strategic direction.

Makovsky praised her as a "rare and exemplary leader" with a track record of winning new business, developing blue chip clients and "possessing superior management expertise."

She formerly was deputy managing director of MSL's Atlanta office and was senior VP and deputy practice director at Ogilvy, in addition to stints at MWWPR and Kaplow.

The battle of Westhampton Beach citizens vs. WHB and library officials is a case study in whether legal/stonewalling tactics can defeat aroused citizens who use modern communications tools. A showdown is set for Oct. 8 when the WHB board meets and has to face the public.

Record numbers of citizens demanding information and reform have attended meetings of village and library officials in recent weeks. Citizens marched in front of the library passing out 200 leaflets that brought a record 35 to the Sept. 16 board meeting. They seek an elected, diversified board to replace the current appointed all-women board.

There is an “uncomfortable and unforgiving environment at the library,” a former employee told the Southampton Press Sept. 10. Evidence of dissatisfaction is the 31-3 staff vote Aug. 21 to form a union. It’s the first union in the 100+ years of the library.

WHB Officials Face Uprising

The previous Sept. 3 village board meeting was a disaster for WHB officials in many ways. The gavel-to-gavel videotape shows officials being undone by their own flirtation with modern technology.

Because of the videotape record, there can be no question as to what was said or not said. This would make a good case study for college and high school students who want to see how a municipality confronts citizen criticism. Journalists are up against lawyers who have assumed a dominant role in many forms of communication and discussion.

Viewers will see outside legal counsel Brian Sokoloff holding the floor for 54 minutes, initially from 17 minutes to 49 minutes without interruption, after which he took questions until 1:11.

He led the people in the room, as well as those who would see the videotape, through a swamp of eruv legal decisions, some dating back to 1971, and none of which acknowledge the existence of the web. The videotape is permanently on the WHB website and is also being shown on local Channel 22.

Legal Decisions Rest on Ancient Cases

Sokoloff’s initial 43 minutes of remarks failed to note that eruvim are highly visible on Synagogue websites and Google maps. He quoted legal decisions that refer to the “near invisibility” of lechi eruv markers on utility poles.

He quoted the Jan. 6, 2015 Appeals Court decision as saying, “Every court to have considered whether similar government actions violate the Establishment Clause has agreed they do not.”

That statement ignores the 2001 decision of Federal Court Judge William Bassler in the Tenafly Eruv Assn. vs. Borough of Tenafly that said, “Public property should not be permanently allocated to a religious purpose” and ordered an eruv taken down.

The Jan. 6 decision, as with other eruvim decisions, rests heavily on *Lemon v. Kurtzman*, a 1971 case that is 30 years before the advent of widespread use of the web.

“Casual” and “reasonable” observers, says Lemon, supposedly would not notice the plastic lechi strips on utility poles nor impute any purpose to them.

Given the notoriety of the Hamptons eruv battle, now in its eighth year and costing millions in fees to the towns not to mention Hamptonites being falsely accused of anti-Semitism, there is no such thing anymore as a “casual” observer of this costly mess.

Anyone with a pulse is also fully aware of what an eruv signifies—public land being turned into the home of the observant. Far from just allowing “pushing and carrying,” it is a deal breaker for those thinking of moving into an area.

WHB Lawyer Angel Shouts at O’Dwyer

Readers who scroll to 1:11 of the tape will see this writer at the podium, the first words we speak being that we are “addressing the board” but also speaking to the people in the room and to the camera.

We make the point that legal decisions ignore the existence of the web, which has made the public thoroughly familiar with eruvim and what they mean.

There is a new “reasonable” person who knows all these things or can quickly find them out. The “reasonable” person on which Lemon rests vanished about three decades ago.

After a couple of minutes speaking, Angel starts shouting at us “Address the board,” since we were looking at the people in the room as well as the video camera. He interrupted us a half dozen times and included the admonition that if we wanted to talk about Southampton’s duel with the EEEA, which should take our remarks to SH.

Sokoloff, in his address, had made extensive references to SH, noting that the town had agreed to drop all defenses against an eruv in return for EEEA not seeking millions in damages against it.

Sokoloff failed to mention that the SH Council passed the cave-in to the EEEA in the last few seconds of its Aug. 25 meeting and that there was no discussion of the deal either by Council members or the public. The deal was not even on the Council’s agenda. Arnold Sheifer, chair of Jewish People for the Betterment of WHB, wrote to the SH Press that the SH Council should be “ashamed” of itself for such trickery.

Citizens Ask Nighttime Library Board Meeting

On the library front, citizens are asking the library board to meet at 7 p.m. rather than at 9:30 a.m. Former library employee Susan Trager has been making written and verbal requests to the library board and director Danielle Waskiewicz for that since July 15, 2015. The board thus far is sticking to its 9:30 a.m. Oct. 14 schedule.

Most of the 35 residents at the last meeting cheered when several called on the current board to be replaced by an elected, diversified board. Residents were told that the WH “Free” Library gets 72% of its revenues from property taxes.

– Jack O’Dwyer